



WINNERS OF CECIL BOATRIGHT BUSINESS PLAN COMPETITION ANNOUNCED

CINCINNATI, O.-- SCORE-- "Counselors to America's Small Business"—today announced the winners of the 2007 Cecil G. Boatright Business Plan Competition at the University of Cincinnati's Center for Entrepreneurship Education and Research (E-Center).

First place:

- Graduate winners: A plan for Community Services West by **Steve Richardson and Kaye Oberhausen**
- Undergraduate winners: A plan for JKS Medical by **Jenna Lucius, Kevin Schwarz, and Mike Fenech**

Second place:

- Graduate winners: A plan for Global Master Life Sciences by **Bill Brewster, Ron Crebo and Hansel Ramathal**
- Undergraduate winners: A plan for GRADERAID by **MD Anderson and Ashley Burkert**

Third place:

- Undergraduate winners: A plan for Designs of the Interior (Mason) by **Katie Glover and Ashlee Herche**

Each year, the E-Center, in conjunction with SCORE, holds an internal best field case event, The Cecil Boatright Business Plan Competition. It is funded in part, by the SCORE Foundation and is named for the late Cecil G. Boatright, a former manager of the of the U.S. Small Business Administration Cincinnati Branch. UC faculty advisors for the program are Charles H. Matthews, Ph.D. and Tom Dalziel, Ph.D..

The competition itself involves UC graduate-level and senior undergraduate-level student teams working closely over a 10-week period to develop comprehensive business plans for local area businesses. During the consulting phase, students record a history of the firm, identify goals and objectives, and discuss strategies to achieve these goals. Past projects have included assistance with industry and competitive analysis, preparing business plans, developing marketing strategies, and training employees.

Each team submits a case report. They are reviewed and judged by SCORE members to determine the competition winners. Twenty-five teams submitted case studies this year. The SCORE judging committee included: John Zuske, Joe Neri, Allison Rapp, Kevan Van Fleet, John Vinturella, Pat Brady and chairman, Chuck Giesler.

Commenting on this year's competition, SCORE judging committee Chairman Chuck Giesler said, "I was impressed by the quality of work done by all of the students. They showed a strong understanding of their clients' business and made recommendations that were both creative and workable."

The Cecil G. Boatright Competition is a part of the intense small business/entrepreneurship curriculum and the Small Business Institute® field case consulting program. The competition was established to enhance the students' learning of the fundamental knowledge and skills required for strategic thinking and decision-making. It is also an important piece of the E-Center's mission to provide "practical hands-on advice and council to small, entrepreneurial, and family business ventures. This is the 23rd year for the competition and UC's College of Business and SCORE have partnered in it since its inception. Through the years, 500 ventures have participated in the field case study program involving over 2,000 students in real world business experiences.

Commenting on the record of excellence that has been established through the SCORE competition, Charles Matthews, Ph.D., executive director of the E-Center said: "It is noteworthy that in the past eight years, UC has won four national championships in the national Small Business Institute® Case of the Year competition, two third place finishes, and an honorable mention as a result of identifying these top teams in our local SCORE competition."

About the E-Center:

The Center for Entrepreneurship Education and Research is part of the University of Cincinnati's College of Business. Founded in 1997, the E-Center's vision and mission is to provide a state-of-the-art entrepreneurship curriculum and research base not only for potential student entrepreneurs and scholars, but also for people in the many organizations that interact with small, entrepreneurial and family owned businesses on a daily basis. The E-Center seeks collaborative efforts between students and faculty from across the University to remove barriers and create gateways for those who seek the entrepreneurial path. Under the leadership of the Center's Founder/Director, Dr. Charles H. Matthews, the University of Cincinnati was ranked as one of the top 50 programs for Entrepreneurship in the U.S. in 2001 (*Success Magazine*) and one of top regional programs in the U.S. (*Entrepreneur Magazine*) in 2003, 2004, and 2005.

About SCORE:

SCORE-- "Counselors to America's Small Business"-- is a nonprofit association dedicated to entrepreneur education and the formation, growth and success of small business nationwide. Founded in 1964, SCORE is a resource partner with the U.S. Small Business Administration (SBA). Both working and retired executives and business owners donate time and expertise as business counselors.

Greater Cincinnati has an active chapter, known as "SCORE Chapter 34" which covers Southwest Ohio, Northern Kentucky, and Southeast Indiana. Its approximately 70 volunteer members provided 3,414 services through counseling and workshops last year--an increase of 25 percent from the year before, and a record year for the chapter. Chapter 34 was the national SCORE chapter of the year in 2005 and was the 2006 runner-up. The chapter also received the 2006 top regional recruiting award.

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(Photo of the 2007 Cecil G. Boatright Business Plan Competition winners: Seated left to right: Dr. Thomas Dalziel, E-Center program adviser; Chuck Giesler, SCORE judging committee chairman; Dr. Charles Matthews, E-Center executive director. Competition winners front row, left to right: Hansel Ramathal; Steve Richardson; Katie Glover; Ashley Burket; Jenna Lewis. Back row, left to right: Bill Brewster; M D Anderson; Kevin Schwarz; Mike Fenech.)